

Doner loses Six Flags' U.S. media purchasing

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Doner, the Southfield ad agency that created the off-beat Mr. Six personality, lost part of its big **Six Flags** account this week.

The Oklahoma City theme-park operator picked Washington, D.C.-based **Mind-Share** to handle media buying for its 30 parks nationwide. Doner had been its agency of record since August 2003.

Doner, which has a contract for Six Flags' creative

account due to expire in June, also is duking it out with other ad agencies to defend that business.

Doner, which counts Six Flags among its biggest accounts, declined to comment further, other than to say it's participating in the creative account review. Doner's largest client is **Mazda Motor Corp.**

"In an industry where much of the advertising tends to look the same, Doner has

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provided us with out-of-the-box thinking that has successfully cut through the clutter to create real awareness for the Six Flags brand on a national level," Mike Antinoro, Six Flags' executive vice president for entertainment and marketing, said in January after announcing the creative account review.

"We're now in the process of analyzing every aspect of our business, and we're looking forward to Doner's participation in the process as we investigate how to most effectively build on this awareness."

In 2004, Doner introduced

In 2004, Doner introduced Mr. Six, the wildly popular, balding, tuxedo-clad senior.

Mr. Six, the balding, tuxedo-clad senior who dances energetically to "We Like to Party" by the Vengaboys in TV ads. The character became wildly popular and generated buzz among those who speculated about his true identity, but the campaign didn't reverse disappointing sales and slack attendance at Six Flags theme parks.

Then, last year, a proxy battle and resulting management

shakeup at the company ended with a new CEO, three new directors and a renewed focus on turning around the company.

Six Flags said MindShare will help it implement a media strategy that will communicate, among other things, its focus on guest service and its 45th anniversary this year.

Marc Goldstein, MindShare's president and CEO, said it plans to develop media plans for Six Flags that fit "the needs of their entire family of parks, now and into the future as their marketing strategies evolve."

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